R. J. Reynolds

Tobacco Company

R. C. Farmer
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234-93
May 24, 1993

Mr. M. R. Jacques

Dear Mike:

The attached letter and photographs are self-explanatory and I think provides a great testimonial for not only Account Specific Marketing, but for the impact we can make in the field.

I would like to see this article along with the pictures in the next issue of ***The Merchandiser.***

Sincerely,

R. C. Farmer
RCF:am
P-7

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Source: https://www.industrydocuments.ucsf.edu/docs/ypfn0000